Rep Order#
 6876131
 Ver#
 1
 Mod#
 0
 Status
 Confirmed
 Traffic Order#
 Printed:
 11/30/2012 10:39 AM
 1 of
 2

 EC'd
 No
 Last Received:
 11/26/2012 11:50 AM

Last Received: 11/ Showing Buylines: All Lines

StationWOOD-TV GRAND RAPIDS, MI.Agency() MENTZER MEDIAAdvertiser() .60+ ASSOCIATION600 FAIRMONT AVE, \$#306

Advertiser ().60+ ASSOCIATION 600 FAIRMONT AVE, \$#3

Product 60+ ASSOCIATION TOWSON, MD 21286

Estimate# Agency C/P1/P2/E

Agency C/P1/P2/E ELISE CLOYD Flight Dates

Flight Dates 11/01/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005 **Salesperson FAX**# 215-525-9757

--- CONTRACT COMMENT ---

C=*

Buyer

Fax#

Phone#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	1	TH-F Buylin	6A-7A ne Comment	: NEWS	:30	\$1,000.00	11/01-11/02	2	1	2	\$2,000.00	
	2	TH-F Buyli	7A-9A ne Comment	: TODAY	:30	\$1,350.00	11/01-11/02	2	1	2	\$2,700.00	
	3	TH-F Buyli	10A-11A ne Comment	: TODAY 3	:30	\$1,000.00	11/01-11/02	2	1	2	\$2,000.00	
	4	TH-F Buyli	12P-1P ne Comment	: NOON NEWS	:30	\$1,000.00	11/01-11/02	2	1	2	\$2,000.00	
	5	TH Buyli	5P-530P ne Comment	: 5P NEWS	:30	\$4,500.00	11/01-11/01	1	1	1	\$4,500.00	
	6	SA Buyli	7A-8A ne Comment	: NEWS	:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
	7	SU Buyli	7A-8A ne Comment	: NEWS	:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
	8	TU Buyli	5A-6A ne Comment	: 5A NEWS	:30	\$500.00	11/06-11/06	1	1	1	\$500.00	
	9	M Buyli	6A-7A ne Comment	: 6A NEWS	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	10	M Buylin	7A-9A ne Comment	: TODAY	:30	\$1,350.00	11/05-11/05	1	1	1	\$1,350.00	

Rep Order# 6876131 **Ver**# 1 **Mod**# 0 Status Confirmed Traffic Order# **Printed:** 11/30/2012 10:39 AM EC'd No 11/26/2012 11:50 AM Last Received:

2 of 2

Showing Buylines: All Lines

Station WOOD-TV GRAND RAPIDS, MI. Advertiser ().60+ ASSOCIATION Product 60+ ASSOCIATION Estimate# Buyer ELISE CLOYD Phone# Fax#				Agency () MENTZER MEDIA 600 FAIRMONT AVE, S#306 TOWSON, MD 21286 Agency C/P1/P2/E Flight Dates 11/01/2012 - 11/06/2012 Hiatus Weeks			Rep Firm Sales Office () PHILADELPHIA Salesperson () IAN AMBRON Salesperson Phone# 215-567-6005 Salesperson FAX# 215-525-9757						
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M Buy	10A-11A line Comment	:: TODAY 3		:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	12	M Buy	12P-1P line Comment	: NOON NEWS		:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	13	M Buy:	5P-530P line Comment	:: 5P NEWS		:30	\$4,500.00	11/05-11/05	1	1	1	\$4,500.00	

---REPORT TOTALS---

Report Totals: 17 / \$26,550.00

---SALES MONTHLY TOTALS---

Nov 12: 17 / \$26,550.00 Sales Totals: 17 / \$26,550.00 Station Totals: 17 / \$26,550.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

\$85,645 31% 0% 30% 18% Market Totals CATV 0 응 WOOD VTOW WWMT IMXW WXSP 0 % WZPX 0% WZZM 21%

Books null RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE